

COMMODORE COMPUTERS CHALLENGE VIDEO GAME
INDUSTRY WITH \$17 MILLION AD CAMPAIGN

(Valley Forge, PA, September 8, 1982) -- Commodore Business Machines is taking on the video game industry with a tough new \$17 million advertising campaign to promote its VIC-20 home computer.

Most of the Fall advertising budget -- biggest ever for any single Commodore product -- is allocated to prime-time television spots that present the VIC-20 as a superior alternative to video game machines, which cost about the same price. The ads, which will appear this Fall, characterize the VIC-20 as a "real computer for the price of a toy."

Ally & Gargano, Inc., Commodore's New York ad agency, has developed a variety of messages which emphasize the limited capabilities of video game machines, compared to the "true computing" capabilities of the VIC-20.

"We want people to feel guilty if they buy a video game instead of a home computer," said Kit Spencer, Commodore's marketing vice president.

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"As we point out in one of the commercials, video game machines are just crude versions of computers," he said. "We want people to realize they can get education, practical applications AND entertainment from a computer like the VIC-20 for the same price as a game machine."

"Commodore's objective is to switch people's thinking from 'video game machine' to 'real computer'," Spencer continued. "The VIC-20 is an industry breakthrough that makes full computer capabilities available to the home market at an easily affordable price...below \$200. It's ridiculous to spend the same kind of money on a toy with no intrinsic value. People can play video games for hours and get nothing worthwhile out of them. But if they spend those hours learning to program -- or inventing their own games -- they've contributed to their personal development and learned new skills they can apply to the future, which is more likely to be a world of computers than a world of video games."

He added that some video game companies have started giving rebates. "That signals the end of the video game machine as we know it," he said. "From now on, people will buy real computers and settle for nothing inferior. Commodore has the computers people want...our advertising campaign will spread the word."

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Diane Marco, Commodore's advertising director, said a significant part of the ad budget will also be devoted to point-of-sale and dealer support materials for stores carrying the VIC-20.

"In addition to obvious materials like posters, banners and counter cards, we're supporting our retailers with co-op advertising funds, radio and television spots, brochures and much more. We want stores to have solid information on the VIC-20, so they're prepared to tell would-be buyers of video games that they can buy a 'real computer' for the same price, or less," Marco said.

Computer Business Machines, Inc., is a wholly owned subsidiary of Commodore International Ltd. (NYSE:CBU), a fully-integrated manufacturer of advanced microcomputer systems, consumer electronics products, semiconductors and office equipment. Commodore's Computer Systems Division markets the Commodore MAX Machine (tm), VIC-20 (tm), Commodore 64 (tm), PET (r), CBM (tm) and SuperPET (tm) computer systems and software to major accounts and stores.

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